

January 2022



SYMPHONY
TOURISM
SERVICES

RESEARCH INSIGHTS

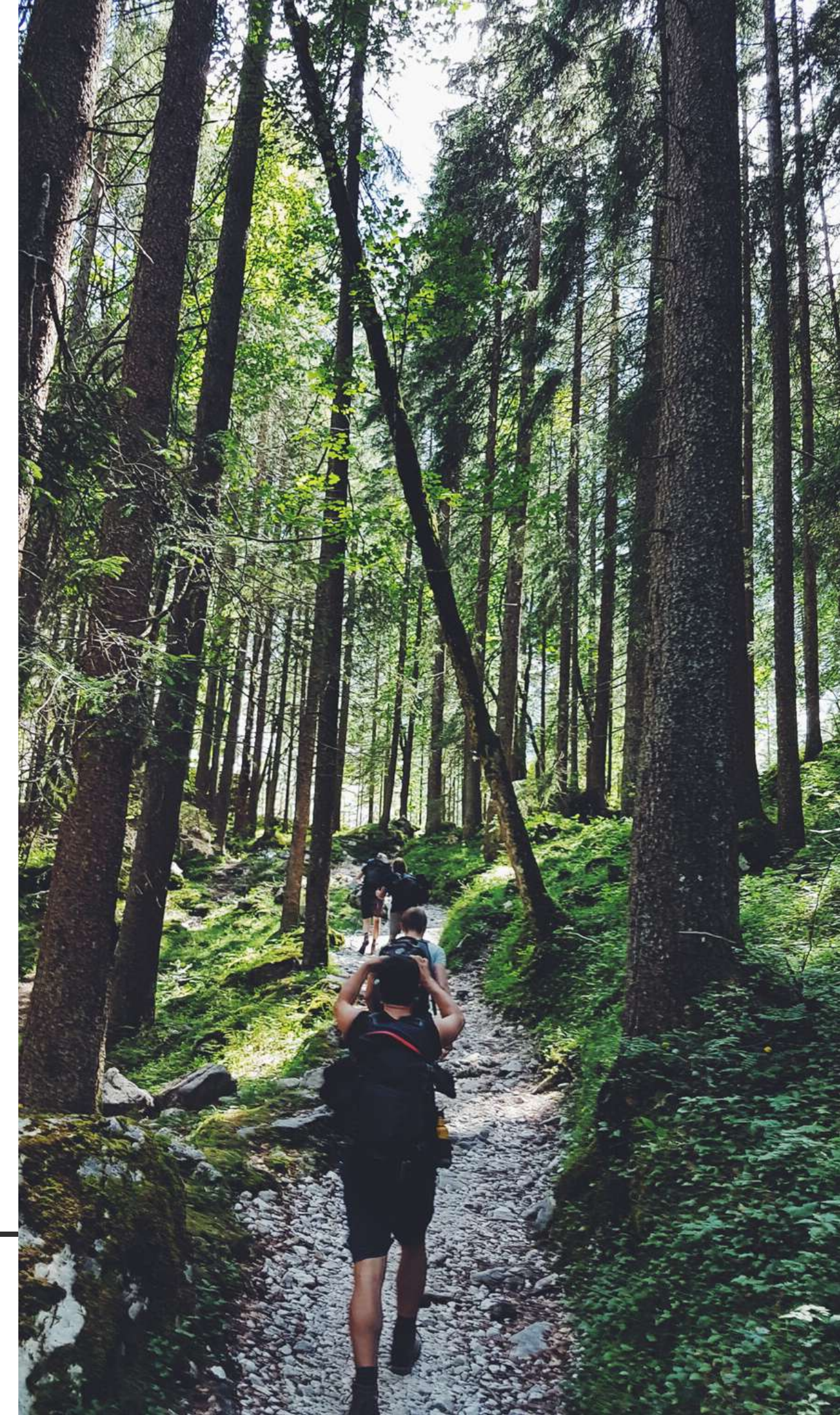


Hiking/Backpacking Enthusiast Sector Analysis

BRITISH COLUMBIA

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OBJECTIVES

- To create a profile of "**Hiking/Backpacking Enthusiasts**" in British Columbia using Demographic and Psychographic Variables.
- Create a tool for Businesses, Communities and Government Organizations to understand the **Hiking/Backpacking** target groups and apply insights to marketing strategy and recovery plans.
- This Sector Analysis profiles selected demographic and psychographic data within British Columbia as they relate to Destination Canada's Explorer Quotient Traveller Types and Environics Analytics 2021 PRIZM Market Segmentation profiles.
- Through this project we aim to provide you with insights to aid in reaching and developing your marketing goals and recovery strategy.

INTRODUCTION

SECTOR ANALYSIS

HIKING/BACKPACKING PROFILE

BRITISH COLUMBIA

The **Hiking/Backpacking Enthusiast Profile** was created through the analysis of demographic and psychographic variables as they relate to the 67 PRIZM Segments in British Columbia outlined by Environics Analytics. Variables include:

Primary Variables:

- Age of Household Maintainer
- Size of Household (% of children living at home)
- Household Income
- Visible Minority Status
- I participate in Hiking/Backpacking Activities
- I visit National/Provincial Parks
- I visit Local Parks/City Gardens

Analysis of the variables above resulted in the creation of three target groups with an above average interest (compared to British Columbia population) in Hiking/Backpacking related variables.

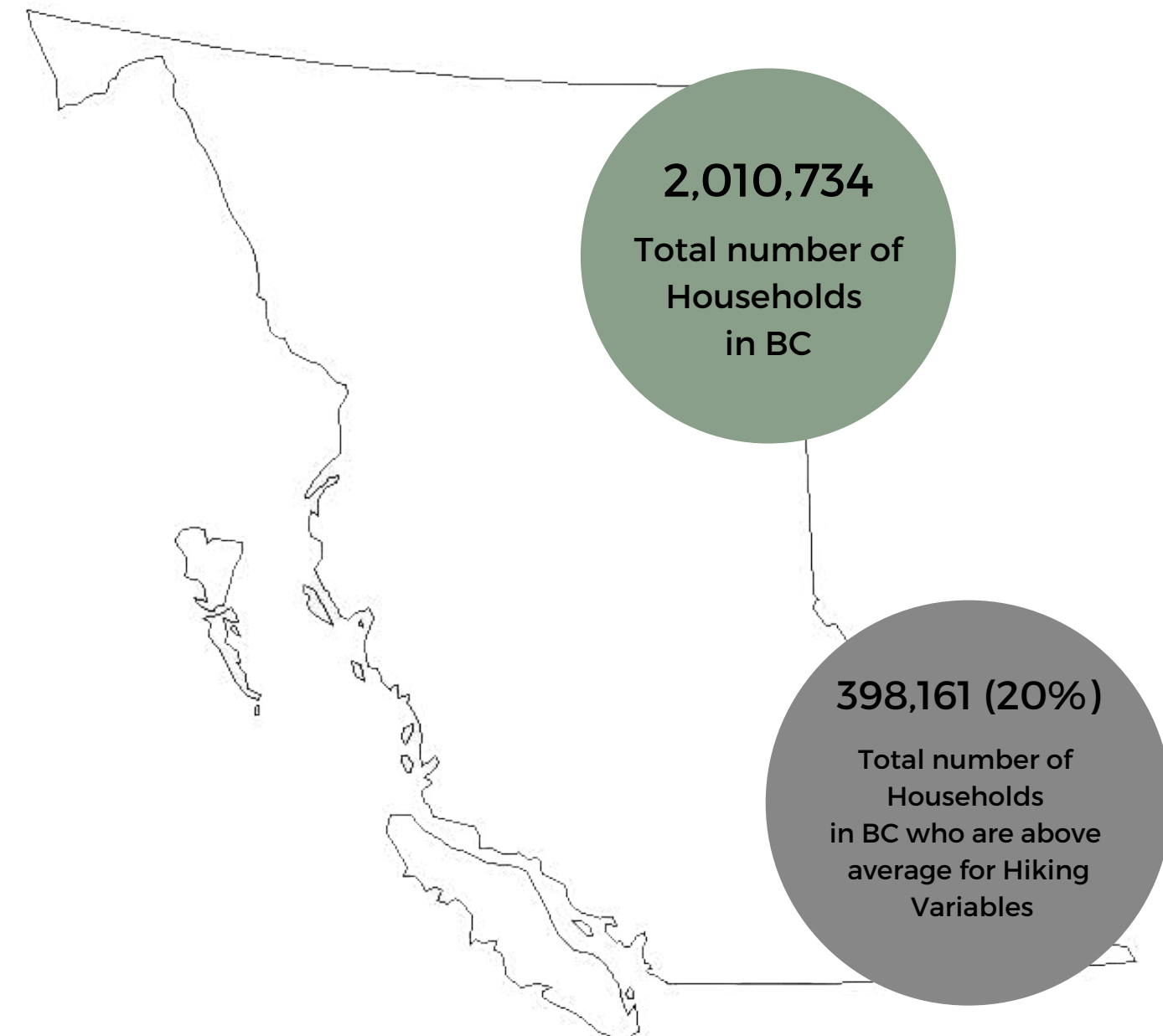
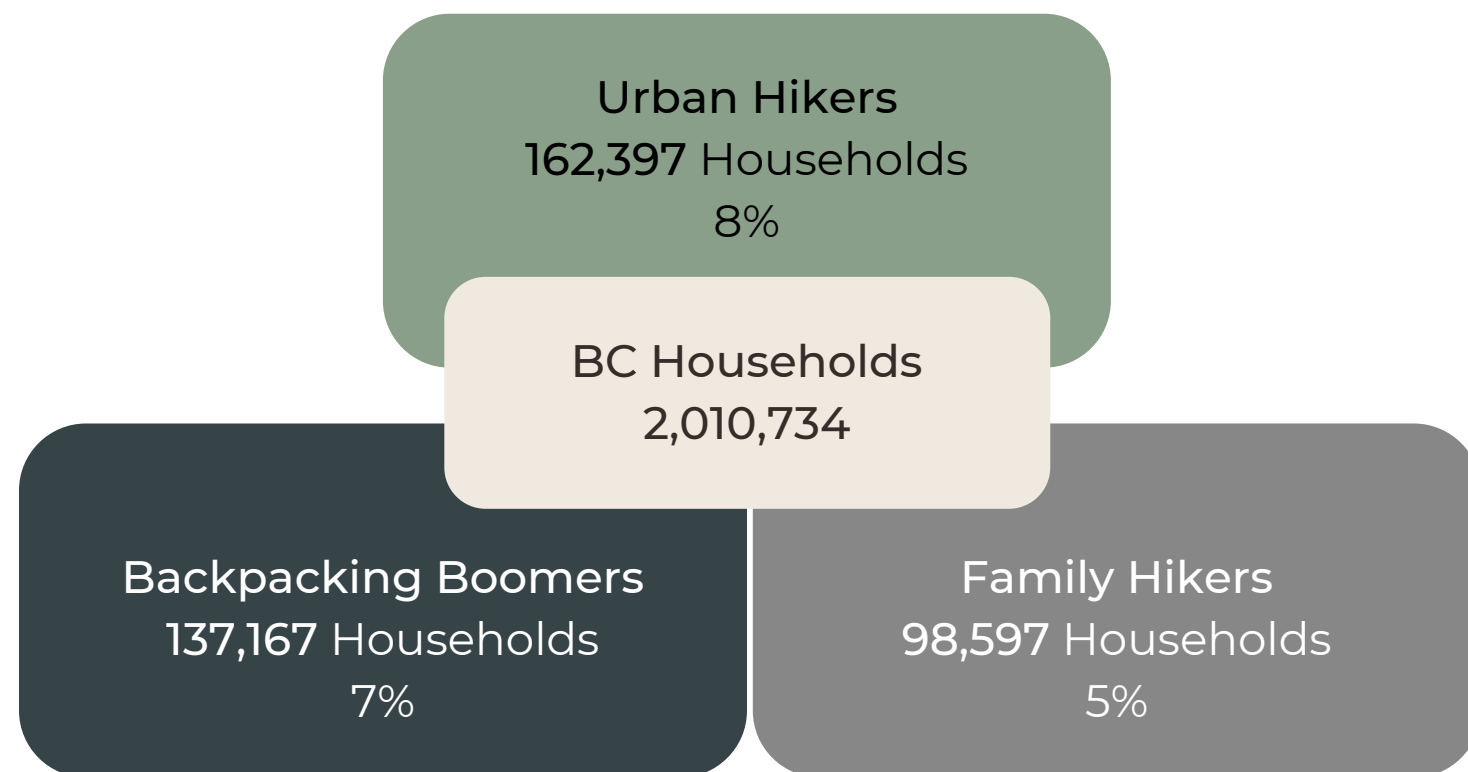


HIKING/BACKPACKING ENTHUSIAST MARKET SIZE

BRITISH COLUMBIA

The Hiking/Backpacking Enthusiast Market consists of three distinct target groups. Groups are organized based on their demographic and psychographic characteristics.

398,161 households or 20% of the total households in British Columbia (2,010,734) index above average for Hiking/Backpacking related variables.



HIKING/BACKPACKING ENTHUSIAST TARGET GROUPS

BRITISH COLUMBIA



Urban Hikers

- Maintainer Age: 46
- 162,397 or 8% of the total households in BC
- 49% do not have Children at home
- Below Average visible minority
- Below Average Household Income of \$83,586



Backpacking Boomers

- Maintainer Age: 57
- 137,167 or 6.8% of the total households in BC
- 52% do not have Children at home
- Below Average visible minority
- Below Average Household Income of \$94,770



Family Hikers

- Maintainer Age: 52
- 98,597 or 4.9% of the total households in BC
- 60% have Children at home.
- Below Average visible minority
- Below Average Household Income of \$99,077

HIKING/BACKPACKING ENTHUSIAST TARGET GROUPS

BY TOP CITY



Urban Hikers Vancouver

- Maintainer Age: 43
- 66,896 or 6.5% of the total households in Vancouver
- 59% do not have Children at home
- Below Average visible minority
- Below Average Household Income of \$90,793



Backpacking Boomers Nanaimo

- Maintainer Age: 55
- 4,549 or 10.8% of the total households in Nanaimo
- 47% do not have Children at home
- Below Average visible minority
- Average Household Income of \$85,995



Family Hikers Prince George

- Maintainer Age: 48
- 8,893 or 27.4% of the total households in Prince George
- 61% have Children at home.
- Average visible minority
- Average Household Income of \$104,048

URBAN HIKERS

BRITISH COLUMBIA

- The Median Household Maintainer Age is for Urban Hikers is 46, 49% of couples do NOT have children living at home (Above Average).
- Below Average Household Income of \$83,583 compared to BC at \$113,574.
- Top 3 Social Values: Social Learning, Flexible Families, Culture Sampling
- Top Tourism Activities: Hiking/Backpacking, Swimming, Camping. Above average interest in Hiking/Backpacking, Bars/Restaurants, Canoeing/Kayaking, Visiting a National/Provincial Park, Pilates/Yoga, Visiting Historical Sites, Sporting Events, Video Arcades, Beer/Food/Wine Festivals, ATV/Snowmobiling, Adventure Sports, Music Festivals, Film Festivals, Marathons, Food/Wine Shows
- Average interest for travelling within Canada (Above Average for Toronto, Montreal, Saskatchewan), Urban Hikers from British Columbia spent an average of \$1,505 (Average) on their last vacation.
- 82% currently use Facebook (Average), 44% use Instagram (Above Average), 29% use Twitter (Average) and 76% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

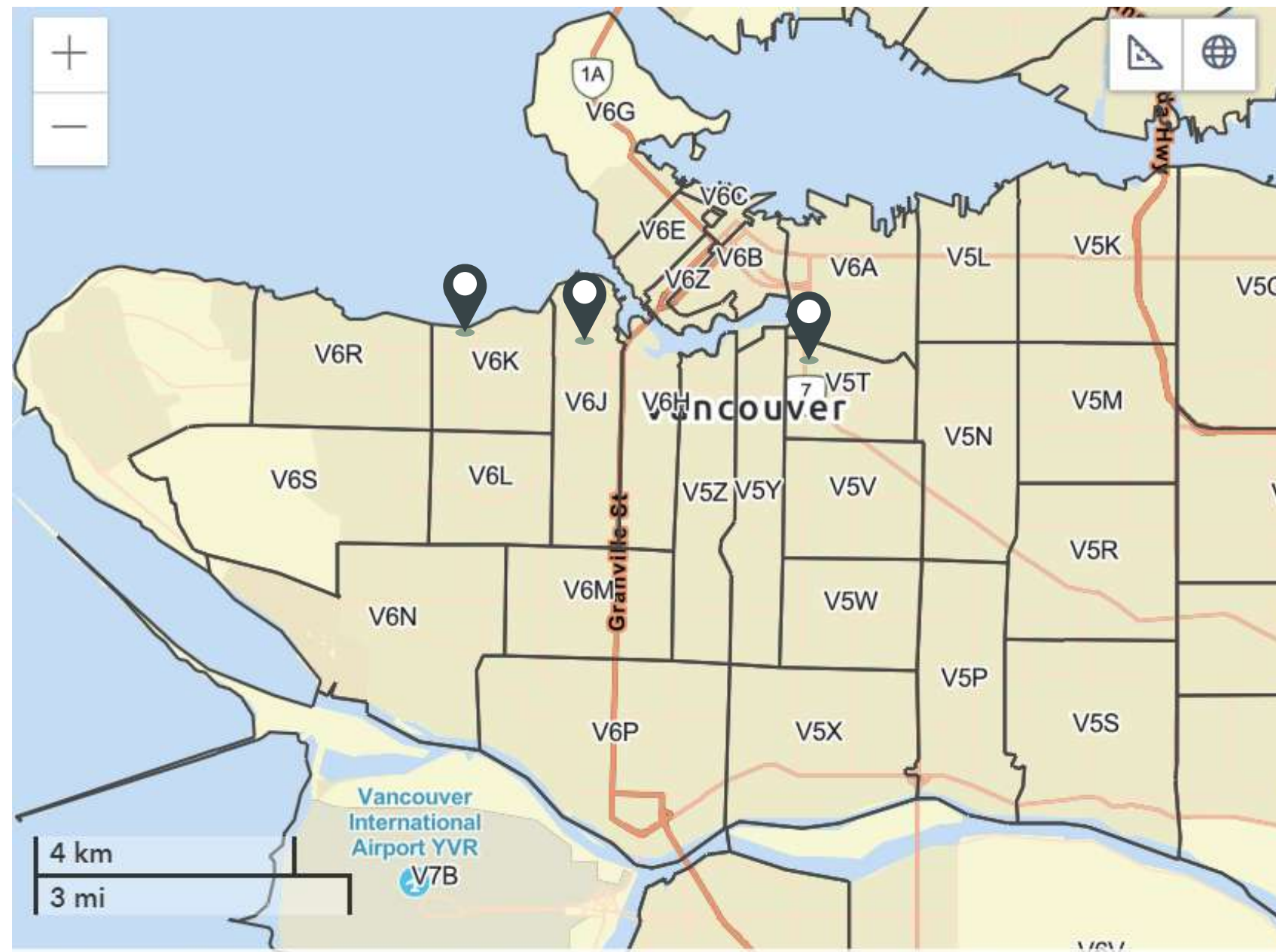
Urban Hikers Geographic Markets		
City	Target Group Count	% of Target Group
Vancouver	54,028	33%
Kelowna	11,307	7%
Nanaimo	10,004	6%
Chilliwack	7,317	5%
Abbotsford	7,218	4%
Prince George	6,339	4%
Kamloops	6,065	4%

9 | Hiking/Backpacking Enthusiast Sector Analysis

- Full list of Urban Hikers Locations included in Google Share Folder in excel format
- Detailed profiles for Urban Hikers in Vancouver located in Google Share Folder

URBAN HIKERS

VANCOUVER - TOP FSA MARKETS



Urban Hikers Geographic Markets		
FSA	Target Group Count	% of Target Group
V5T	8,006	12%
V6J	6,898	10%
V6K	6,587	10%
V6G	6,507	10%
V6H	6,195	9%
V6E	4,529	7%
V5L	3,584	5%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Urban Hikers in Vancouver

BACKPACKING BOOMERS

BRITISH COLUMBIA

- The Median Household Maintainer Age is for Backpacking Boomers is 57, 52% of couples do NOT have children living at home (Above Average).
- Below Average Household Income of \$94,770 compared to BC at \$113,574.
- Top 3 Social Values: Attraction to Nature, Emotional Control, Racial Fusion
- Top Tourism Activities: Hiking/Backpacking, Swimming, Camping. Above average interest in Hiking/Backpacking, Cycling, Photography, Canoeing/Kayaking, Fishing/Hunting, Visiting a National/Provincial Park, Cross Country Skiing/Snowshoeing, Golfing, Visiting Historical Sites, ATV/Snowmobiling, Theme Parks
- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Calgary, Jasper, Ottawa, Manitoba), Backpacking Boomers from British Columbia spent an average of \$1,724 (Average) on their last vacation.
- 83% currently use Facebook (Average), 31% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 46% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

Backpacking Boomers Geographic Markets		
City	Target Group Count	% of Target Group
Nanaimo	4,549	3%
Revelstoke	2,807	2%
Kelowna	2,752	2%
Vernon	2,719	2%
Kamloops	2,694	2%
Penticton	2,279	2%
Port Alberni	2,062	2%

- Full list of Backpacking Boomers Locations included in Google Share Folder in excel format
- Detailed profiles for Backpacking Boomers in Nanaimo located in Google Share Folder

BACKPACKING BOOMERS

NANAIMO - TOP FSA MARKETS



Backpacking Boomers Geographic Markets		
FSA	Target Group Count	% of Target Group
V9S	1,728	14%
V9T	1,379	11%
V9R	1,322	10%
V9X	373	3%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Backpacking Boomers in Nanaimo

FAMILY HIKERS

BRITISH COLUMBIA

- The Median Household Maintainer Age is for Family Hikers is 52, 60% of couples have children living at home (Average).
- Below Average Household Income of \$99,077 compared to BC at \$113,574.
- Top 3 Social Values: Multiculturalism, Need for Escape, Flexible Families
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming. Above average interest in Hiking/Backpacking, Camping, Cycling, Canoeing/Kayaking, Visiting a National/Provincial Park, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Ice Skating, Visiting Historical Sites, Zoos/Aquariums, ATV/Snowmobiling, Theme Parks, Beer/Food/Wine Festivals, Inline Skating
- Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff and Jasper), Family Hikers from British Columbia spent an average of \$1,528 (Average) on their last vacation.
- 81% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Below Average) and 69% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 12% access Travel Content Websites (Average).

Family Hikers Geographic Markets		
City	Target Group Count	% of Target Group
Prince George	8,893	9%
Kamloops	6,156	6%
Kelowna	4,927	5%
Chilliwack	4,467	5%
Prince Rupert	4,361	4%
Nanaimo	3,250	3%
Campbell River	2,805	3%

- Full list of Family Hiker Locations included in Google Share Folder in excel format
- Detailed profiles for Family Hikers in Prince George located in Google Share Folder

FAMILY HIKERS

PRINCE GEORGE - TOP FSA MARKETS



Family Hikers Geographic Markets		
FSA	Target Group Count	% of Target Group
V2M	3,946	44%
V2N	2,850	32%
V2L	1,430	16%
V2K	765	8%



- FSA = First Three Characters of a Postal Code
- Top Three FSA's of Family Hikers in Prince George

HIKING/BACKPACKING ENTHUSIAST TARGET GROUPS

BY TOP CITY

Urban Hikers Vancouver

Backpacking Boomers Nanaimo

Family Hikers Prince George

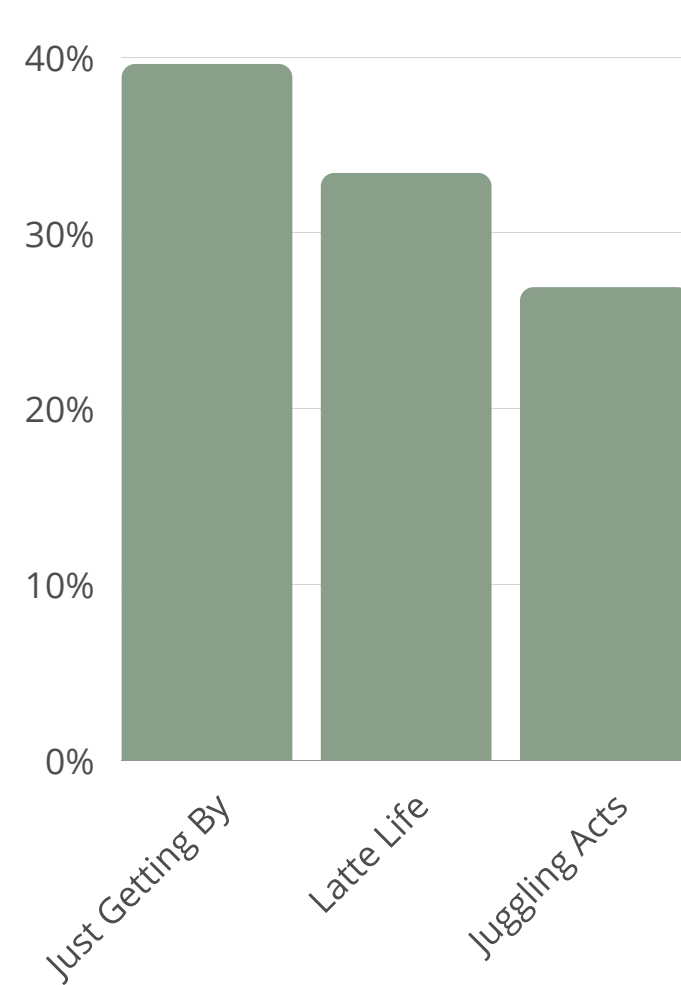
- The Median Household Maintainer Age for Urban Hikers is 43, 59% of couples DO NOT have children living at home (Above Average).
- Below Average Household Income of \$90,793 compared to Vancouver at \$121,324.
- Top 3 Social Values: Culture Sampling, Social Learning, Multiculturalism
- Top Tourism Activities: Hiking/Backpacking, Swimming, Parks/City Gardens. Above average interest in Hiking/Backpacking, Parks/City Gardens, Restaurants/Bars, Photography, Canoeing/Kayaking, Pilates/Yoga, National/Provincial Parks, Historical Sites, Cross Country Skiing/Snowshoeing, Sporting Events, Zoos/Aquariums, Music Festivals, Adventure Sports, Beer/Food/Wine Festivals, Theme Parks, Film Festivals, Snowboarding, Marathons, Food/Wine Shows
- Average interest for travelling within Canada (Above Average for Toronto, Alberta, Montreal, Saskatchewan), Urban Hikers from Vancouver spent an average of \$1,589 (Average) on their last vacation.
- 80% currently use Facebook (Average), 49% use Instagram (Above Average), 34% use Twitter (Above Average) and 79% use YouTube (Average).
- Internet and Social Media Usage: 45% search for Businesses, Services and Products online (Average), 14% access Travel Content Websites (Average).

- The Median Household Maintainer Age is for Backpacking Boomers is 55, 47% of couples do not have children living at home (Average).
- Average Household Income of \$85,995 compared to Nanaimo at \$93,487.
- Top 3 Social Values: Need for Escape, National Pride, Primacy of Environmental Protection
- Top Tourism Activities: Hiking/Backpacking, Swimming, Cycling. Above average interest in Kayaking/Canoeing, Music Festivals, Inline Skating
- Average interest for travelling within Canada (Above Average for Banff, Jasper), Backpacking Boomers from Nanaimo spent an average of \$1,586 (Average) on their last vacation.
- 81% currently use Facebook (Average), 35% use Instagram (Average), 22% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 13% access Travel Content Websites (Average).

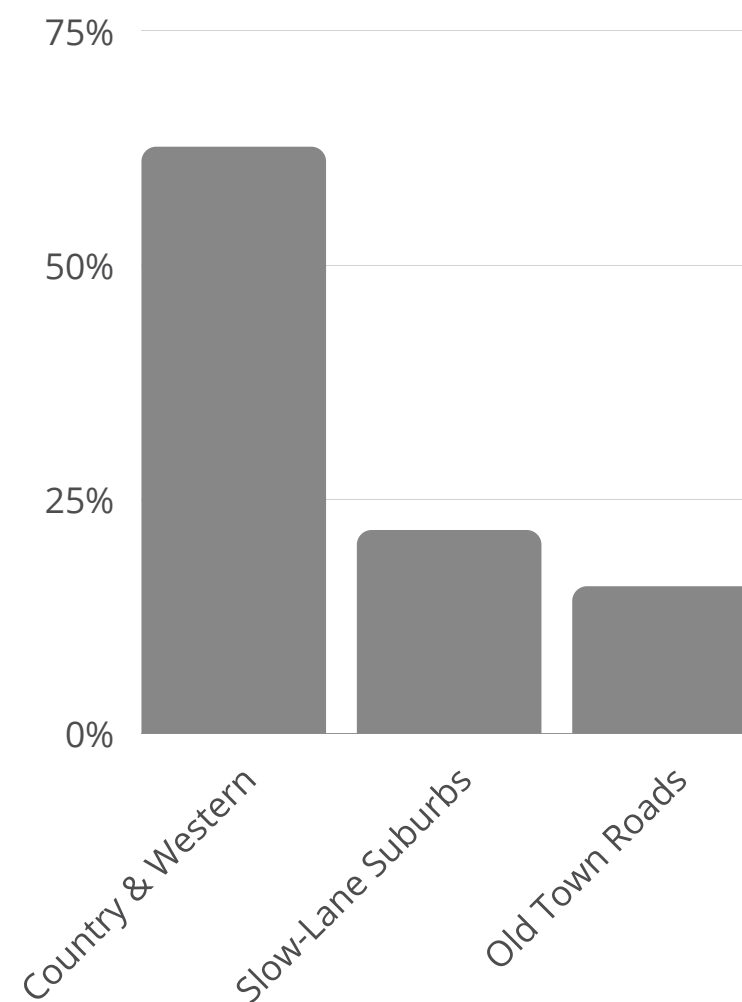
- The Median Household Maintainer Age is for Family Hikers was 48, 61% of couples have children living at home (Average).
- Average Household Income of \$104,048 compared to Prince George at \$110,863.
- Top 3 Social Values: Need for Escape, Flexible Families, Racial Fusion
- Top Tourism Activities: Hiking/Backpacking, Camping, Swimming, Cycling, Visiting Parks/City Gardens
- Average interest for travelling within Canada. Family Hikers from Prince George spent an average of \$1,448 (Average) on their last vacation.
- 80% currently use Facebook (Average), 36% use Instagram (Average), 23% use Twitter (Average) and 70% use YouTube (Average).
- Internet and Social Media Usage: 47% search for Businesses, Services and Products online (Average), 11% access Travel Content Websites (Average).

MARKET SEGMENTATION

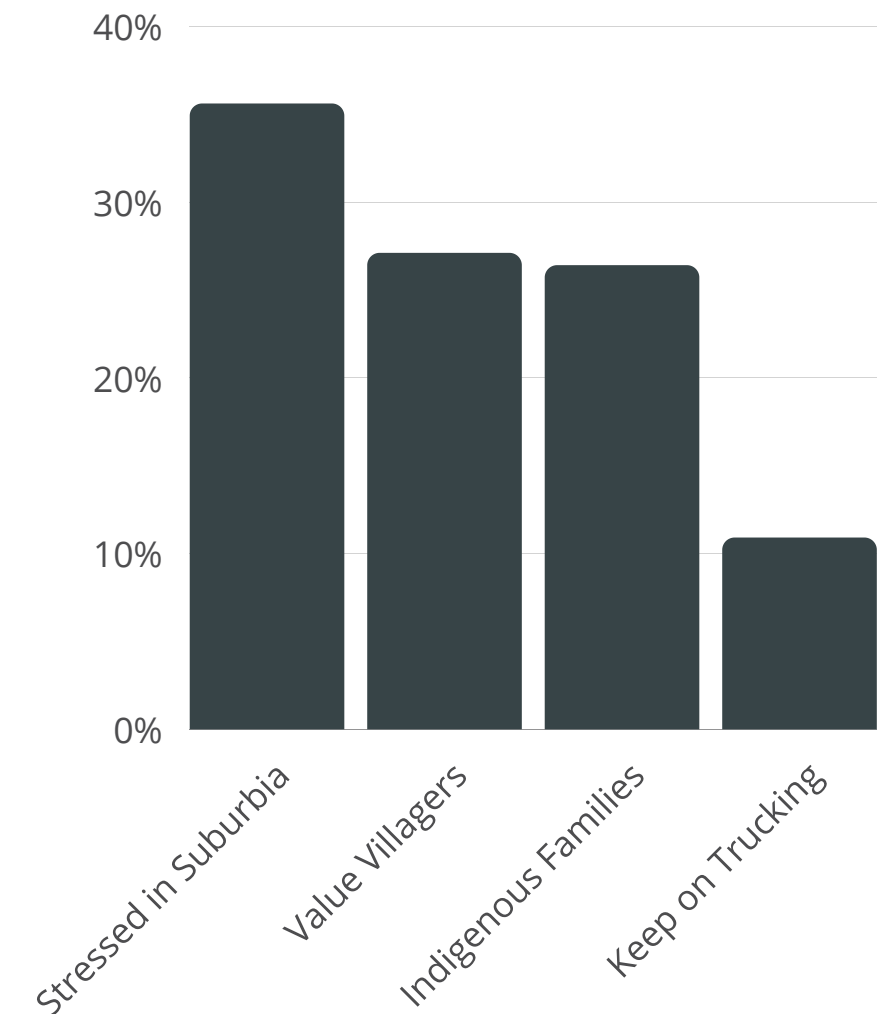
HIKING/BACKPACKING TARGET GROUPS BY PRIZM SEGMENT BRITISH COLUMBIA



Urban Hikers

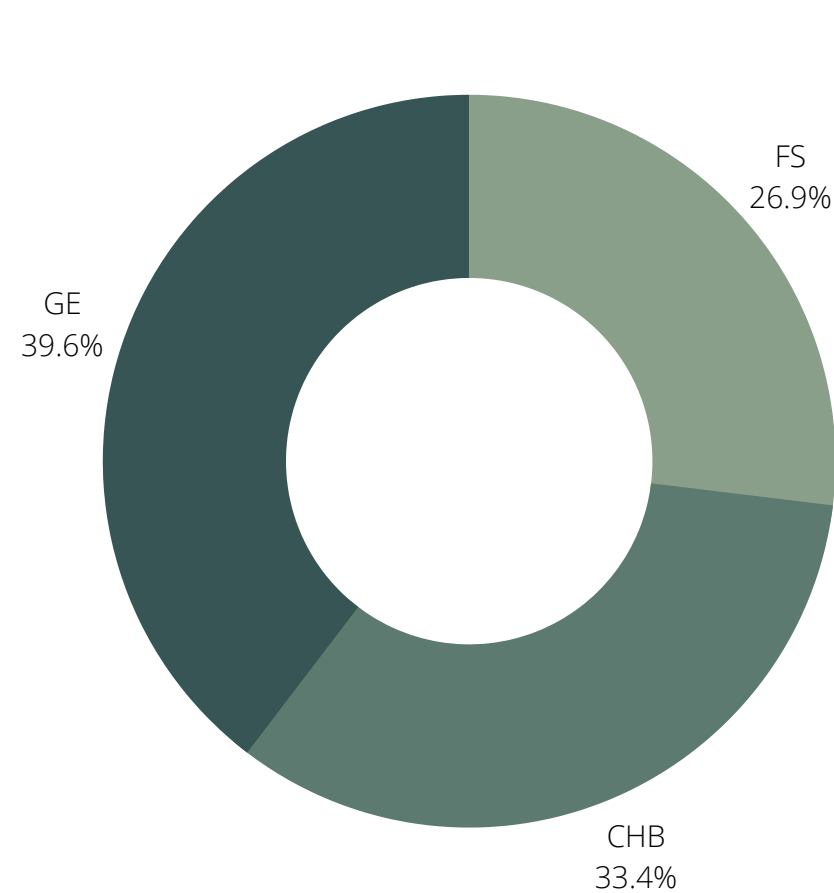


Backpacking Boomers

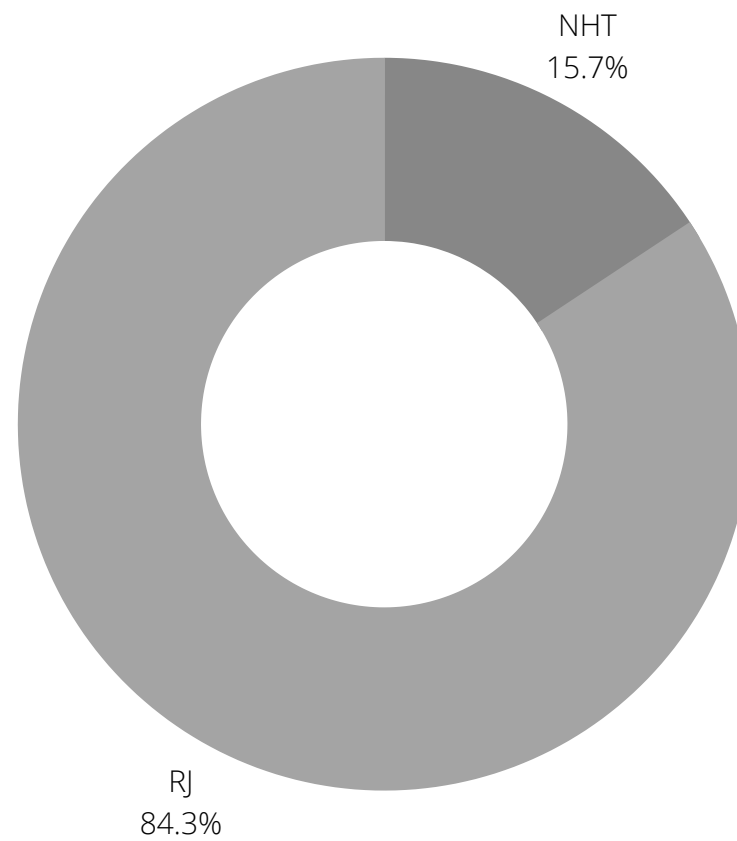


Family Hikers

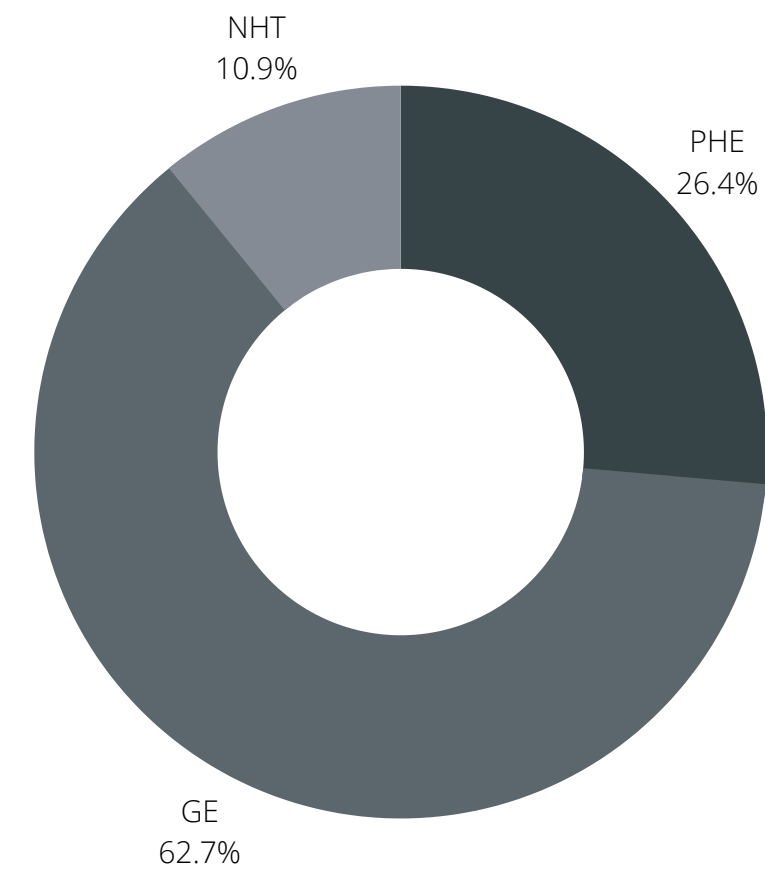
HIKING/BACKPACKING ENTHUSIAST TARGET GROUPS BY EQ TYPE BRITISH COLUMBIA



Urban Hikers



Backpacking Boomers



Family Hikers

**PRIZM SEGMENTS
INCLUDED IN
TARGET GROUP**

URBAN HIKERS

2021 BC PRIZM SEGMENT SUMMARY

JUGGLING ACTS

General Canadian Summary

- Younger, lower-middle-income urban singles and families
- Moderate Education (Grade 9/High School/College Degree)
- Blue-collar and Service Sector Positions
- Value dining and entertainment, family friendly activities and daytime/reality television
- Top Geography: Grande Prairie, Barrie, Red Deer, Lethbridge, Thunder Bay
- EQ Type: Free Spirit



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Juggling Acts rank 19th, making up 43,742 households, or 2.2% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 47

Children at Home

41% of couples do not have children living at home (Average).

Household Income

Below Average Household Income of \$94,227 compared to BC at \$113,574.

Top Social Values

Rejection of Inequality, Need for Escape, and Primacy of Environmental Protection.

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting Parks/City Gardens, and Golfing.

Travel

Average interest for travelling within Canada (Above Average for Vancouver, Banff, Jasper, and Montreal), Juggling Acts from British Columbia spent an average of \$1,456 (Below Average) on their last vacation.

Social Media

80.7% currently use Facebook, 39.8% use Instagram, 24.5% use Twitter, and 72.3% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

JUST GETTING BY

General Canadian Summary

- Younger, low-income city singles and families
- Mixed Education (Grade 9/High School/College)
- Low-level positions in the Services, Trades and Manufacturing
- Value leisure activities, visiting chain restaurants and keeping up to date on entertainment and celebrity gossip
- Top Geography: Saint John, Sault Ste. Marie, North Bay, Belleville
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Just Getting By rank 12th, making up 64,348 households, or 3.2% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 51

Children at Home

43.4% of couples do not have children living at home (Average)

Household Income

Below Average Household Income of \$66,282 compared to BC at \$113,574

Top Social Values

Financial Concern Regarding the Future, Rejection of Inequality, and Ethical Consumerism.

Top Tourism Activities

Swimming, Hiking/Backpacking, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Historical Sites.

Travel

Below Average interest for travelling within Canada (Above Average for Montreal), Just Getting By from British Columbia spent an average of \$1,461 (Below Average) on their last vacation.

Social Media

83.8% currently use Facebook, 41.7% use Instagram, 25.2% use Twitter, and 74.5% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

LATTE LIFE

General Canadian Summary

- Younger, single urban renters, between the ages of 25-44. Latte Life are one of the youngest PRIZM Segments
- University Education
- Entry-level positions in Education, Arts, Business and Science
- Value experience-intensive lifestyles, gourmet food/cooking, travel as well as digital media
- Top Geography: Vancouver, Edmonton, Calgary, Kitchener-Cambridge-Waterloo, Halifax
- EQ Type: Cultural History Buffs



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Latte Life rank 16th, making up 54,307 households, or 2.7% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 41

Children at Home

65.7% of couples do not have children living at home (Above Average)

Household Income

Below Average Household Income of \$95,519 compared to BC at \$113,574

Top Social Values

Rejection of Authority, Culture Sampling, and Social Learning

Top Tourism Activities

Hiking/Backpacking, Visiting Parks/City Gardens, and Swimming. Above Average interest in Bars/Restaurant Bars, Photography, and Pilates/Yoga

Travel

Above Average interest for travelling within Canada (Above Average for Whistler, Toronto, Montreal, Saskatchewan, and Other Ontario), Latte Life from British Columbia spent an average of \$1,614 (Average) on their last vacation.

Social Media

79.4% currently use Facebook, 50.3% use Instagram (Above Average), 36.5% use Twitter (Above Average), and 80.1% use YouTube (Above Average).



Source: Environics Analytics- Envision 2021

BACKPACKING BOOMERS

2021 BC PRIZM SEGMENT SUMMARY

INDIGENOUS FAMILIES

General Canadian Summary

- Younger and middle-aged First Nations, Inuit and Métis families. Nearly 95% of residents are of Indigenous origin
- Mixed Education (Grade 9/High School)
- Positions in health care, education and the trades
- Value volunteering within their communities and outdoor activities such as hiking, skiing and boating
- Top Geography: Saskatchewan, New Brunswick, British Columbia, Alberta



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Indigenous Families rank 30th, making up 26,026 households, or 1.3% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 55

Children at Home

38.5% of couples do not have children living at home (Below Average).

Household Income

Below Average Household Income of \$85,039 compared to BC at \$113,574.

Top Social Values

Multiculturalism, Attraction to Nature, and Community Involvement

Top Tourism Activities

Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting Parks/City Gardens.

Travel

Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Manitoba), Indigenous Families from British Columbia spent an average of \$1,583 (Average) on their last vacation.

Social Media

84.1% currently use Facebook, 34.3% use Instagram (Below Average), 21.6% use Twitter (Below Average), and 68.7% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

KEEP ON TRUCKING

General Canadian Summary

- Younger and middle-aged couples and families with a high concentration of peoples with Aboriginal Origin
- Mixed Education (high school/college degree/University Degree)
- Blue-collar positions in service sector, mining, oil and gas
- Value small-town community involvement, living a healthy lifestyle and social equality
- Top Geography: Saskatchewan, Prince Edward Island, Ontario and Halifax
- EQ Type: No Hassle Traveller



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Keep on Trucking rank 45th, making up 10,794 households, or 0.5% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 54

Children at Home

44.8% of couples do not have children living at home (Average).

Household Income

Average Household Income of \$117,613 compared to BC at \$113,574.

Top Social Values

Financial Concern Regarding the Future, Ecological Fatalism, and Multiculturalism.

Top Tourism Activities

Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.

Travel

Average interest for travelling within Canada (Above Average for Other Alberta, Banff, Jasper, and Ottawa), Keep on Trucking from British Columbia spent an average of \$1,618 (Average) on their last vacation.

Social Media

81.4% currently use Facebook, 32.5% use Instagram (Below Average), 21.4% use Twitter (Below Average), and 69.2% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

STRESSED IN SUBURBIA

General Canadian Summary

- Middle-Income, younger and middle-aged suburban families
- Mixed Education - College/High School
- Blue-collar and service sector jobs
- Value leisure activities (cross-country skiing, golf, country music concerts and dinner theatres)
- Top Geography: Red Deer, Barrie, Kitchener, Oshawa, Kingston
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Stressed in Suburbia rank 21st, making up 35,103 households, or 1.7% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 49

Children at Home

42.4% of couples have children living at home (Average).

Household Income

Average Household Income of \$108,377 compared to BC at \$113,574.

Top Social Values

Need for Escape, Racial Fusion, and Flexible Families

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Canoeing/Kayaking, and Visiting National/Provincial Parks.

Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Banff, Jasper, and Montreal), Stressed in Suburbia from British Columbia spent an average of \$1,468 (Below Average) on their last vacation.

Social Media

77.2% currently use Facebook, 38% use Instagram, 24.5% use Twitter, and 69.7% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

VALUE VILLAGERS

General Canadian Summary

- Lower-middle-income city dwellers
- Mixed Education (Grade 9/High School/College)
- Blue-collar and Service Sector Positions in manufacturing, sales, trades
- Enjoy crafting, swimming, hunting and snowboarding and value learning from different cultures
- Top Geography: Windsor, Prince George, Sarnia, Brantford, Cape Breton
- EQ Type: Gentle Explorer



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Value Villagers rank 28th, making up 26,674 households, or 1.3% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 53

Children at Home

42.2% of couples do not have children living at home (Average).

Household Income

Below Average Household Income of \$93,034 compared to BC at \$113,574.

Top Social Values

Need for Escape, Ethical Consumerism, and Financial Concern Regarding the Future.

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Golfing.

Travel

Average interest for travelling within Canada (Above Average for Other Alberta, Banff, and Jasper), Value Villagers from British Columbia spent an average of \$1,523 (Average) on their last vacation.

Social Media

81.6% currently use Facebook, 34.5% use Instagram (Below Average), 21.8% use Twitter (Below Average), and 68.8% use YouTube.



Source: Environics Analytics- Envision 2021

FAMILY HIKERS

2021 BC PRIZM SEGMENT SUMMARY

COUNTRY & WESTERN

General Canadian Summary

- Older, middle-income western homeowners
- Mixed Education
- Farming and Blue-Collar employment
- Value outdoor experiencers, boating, camping, hiking, snowmobiles and motorcycles
- Top Geography: Newfoundland, Saskatchewan, Manitoba, British Columbia, Alberta
- EQ Type: Rejuvenator



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Country & Western rank 5th, making up 85,872 households, or 4% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 57

Children at Home

52.7% of couples do not have children living at home (Above Average).

Household Income

Below Average Household Income of \$97,206 compared to BC at \$113,574.

Top Social Values

Attraction to Nature, Emotional Control, and Utilitarian Consumerism.

Top Tourism Activities

Hiking/Backpacking, Camping, and Swimming. Above Average interest in Cycling, Photography, and Canoeing/Kayaking.

Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Banff, Other Alberta, Calgary, Jasper, Ottawa, and Manitoba), Country & Western from British Columbia spent an average of \$1,750 (Average) on their last vacation.

Social Media

83.4% currently use Facebook, 30.7% use Instagram (Below Average), 20.5% use Twitter (Below Average), and 68.9% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

OLD TOWN ROADS

General Canadian Summary

- Older, lower-middle-income town couples and singles
- Mixed Education
- Lower-Income jobs in manufacturing, farming, services and trades
- Value investing in Canadian made goods/services
- Top Geography: Prince Edward Island, Southern Ontario, Nova Scotia, New Brunswick, British Columbia
- EQ Type: No Hassle Traveller



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Old Town Roads rank 35th, making up 21,518 households, or 1.1% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 60

Children at Home

53% of couples do not have children living at home (Above Average)

Household Income

Below Average Household Income of \$87,797 compared to BC at \$113,574

Top Social Values

Attraction to Nature, Emotional Control, and Utilitarian Consumerism

Top Tourism Activities

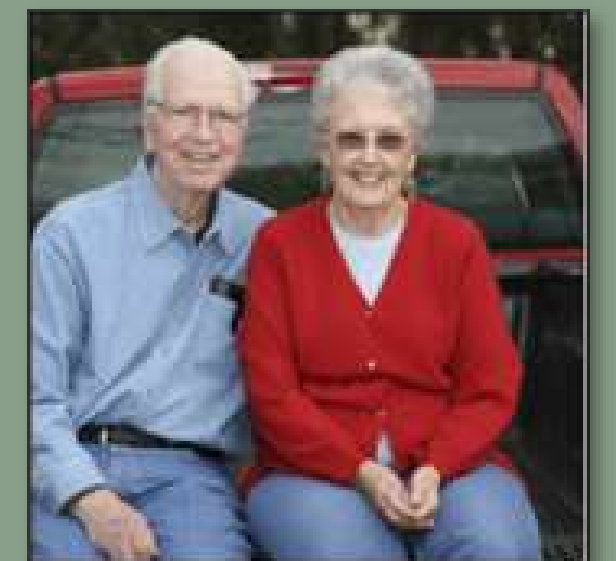
Hiking/Backpacking, Swimming, and Camping. Above Average interest in Cycling, Photography, and Visiting Parks/City Gardens

Travel

Above Average interest for travelling within Canada (Above Average for Other BC, Vancouver, Other Alberta, Banff, Calgary, Jasper, Manitoba, and Ottawa), Old Town Roads from British Columbia spent an average of \$1,760 (Average) on their last vacation.

Social Media

82.7% currently use Facebook, 30.3% use Instagram (Below Average), 20.2% use Twitter (Below Average), and 68.6% use YouTube.



Source: Environics Analytics- Envision 2021

2021 BC PRIZM SEGMENT SUMMARY

SLOW-LANE SUBURBS

General Canadian Summary

- Older and mature suburban singles and couples
- Mixed Education - College/High School
- Service sector and white-collar jobs in health, food services, sales or retail
- Value leisure-intensive lifestyles, casinos, community theatre, beer/food/wine festivals
- Top Geography: Sault Ste. Marie, Thunder Bay, North Bay, Sarnia
- EQ Type: Rejuvenator



Source: Environics PRIZM Marketer's Guide 2021

Category

British Columbia Highlights

Household Count

Of the 67 PRIZM Clusters identified in Canada, Slow-Lane Suburbs rank 26th, making up 29,777 households, or 1.5% of the total Households in British Columbia (2,018,734).

Maintainer Age

Median Household Maintainer Age is 56

Children at Home

47.3% of couples do not have children living at home (Average).

Household Income

Below Average Household Income of \$92,786 compared to BC at \$113,574.

Top Social Values

Need for Escape, Confidence in Small Business, and Obedience to Authority.

Top Tourism Activities

Hiking/Backpacking, Swimming, and Camping. Above Average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, and Fishing/Hunting.

Travel

Above Average interest for travelling within Canada (Above Average for Vancouver, Other Alberta, Banff, Calgary, and Jasper), Slow-Lane Suburbs from British Columbia spent an average of \$1,621 (Average) on their last vacation.

Social Media

80.5% currently use Facebook, 33.8% use Instagram (Below Average), 21.8% use Twitter (Below Average), and 69.7% use YouTube.



Source: Environics Analytics- Envision 2021

TOP EQ TYPES

2021 EQ TYPE SUMMARY

CULTURAL HISTORY BUFFS

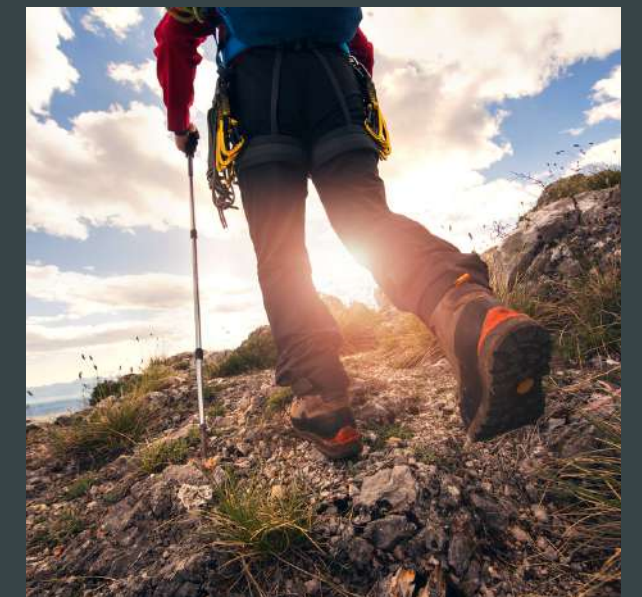
General Canadian Summary

- Young, educated singles and couples; earning below-average incomes
- Cultural History Buffs are life-long learners who seek the quiet discovery of the cultural and historical aspects of their destinations
- Tend to be highly educated, and often single
- Like to travel alone or with one other
- Have a high propensity for international travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Cultural History Buffs rank 5th, making up 243,289 households, or 12.1% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 46
Children at Home	47% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of \$88,193 compared to BC at \$113,574.
Top Social Values	Culture Sampling, Attraction for Crowds, Ecological Concern
Top Tourism Activities	Swimming, Hiking/Backpacking, Visiting Parks/City Gardens. Above average interest in Pilates/Yoga, Beer/Food/Wine Festivals, Music Festivals, Snowboarding, Film Festivals
Travel	Average interest for travelling within Canada (Above Average for Toronto), Cultural History Buffs from British Columbia spent an average of \$1,715 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 47% use Instagram (Above Average), 34% use Twitter (Above Average) and 77% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

FREE SPIRITS

General Canadian Summary

- Ethnically diverse, well educated families that earn moderate incomes; living in urban and suburban areas
- Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others
- Tend to be young, experimentalist, committed travellers looking for thrills and frills. They live the travel experience to the fullest
- They seek some structure when they travel so they can indulge in worry-free hedonistic activities
- Enjoy the best they can afford in terms of accommodations and restaurants



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	•Of the 9 EQ Traveller Types identified in Canada, Free Spirits rank 1st, making up 323,033 households, or 16% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 52
Children at Home	56% of couples have children living at home (Above Average).
Household Income	Average Household Income of \$121,583 compared to BC at \$113,574.
Top Social Values	Consumption Evangelism, Traditional Family, Multiculturalism
Top Tourism Activities	Camping, Swimming, Hiking/Backpacking. Above average interest in Video Arcades, Adventure Sports, Snowboarding
Travel	Average interest for travelling within Canada (Above Average for Whistler). Free Spirits from British Columbia spent an average of \$1,523 (Average) on their last vacation.
Social Media	76% currently use Facebook (Average), 41% use Instagram (Average), 28% use Twitter (Average) and 72% use YouTube (Average).



Source: Envirionics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

GENTLE EXPLORERS

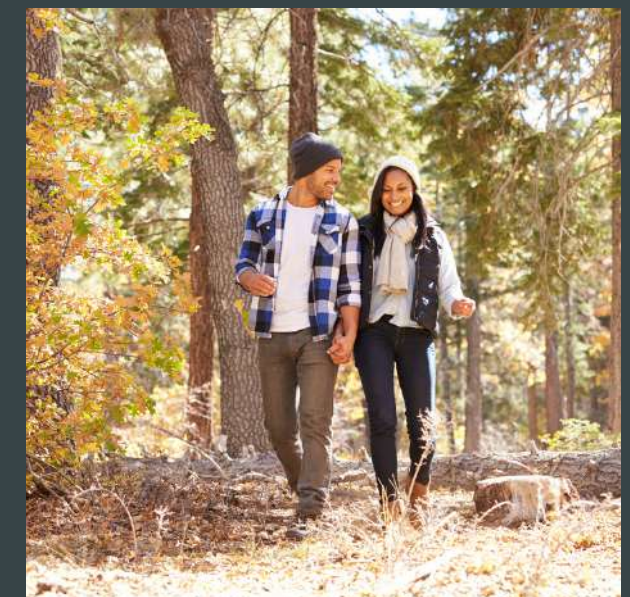
General Canadian Summary

- Middle-class families with children at home; higher rates of 4+ persons at home; below average rates of travel
- Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home
- They travel 'on condition', demanding the very best and most comfortable environments for themselves when they must do so
- They are apprehensive travellers who prefer the tried and true over discovering new destinations and cultures
- They prefer creature comforts and the security of group travel
- Travel is an opportunity to act more vividly and spontaneously than when at home



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Gentle Explorers rank 2nd, making up 320,030 households, or 15.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	43% of couples do not have children living at home (Average).
Household Income	Below Average Household Income of \$99,208 compared to BC at \$113,574.
Top Social Values	Need for Escape, Racial Fusion, Flexible Families
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Canoeing/Kayaking, Visiting National/Provincial Parks, Golfing, Fishing/Hunting, Cross Country Skiing/Snowshoeing
Travel	Average interest for travelling within Canada (Above Average for Vancouver, Alberta, Banff, Jasper). Gentle Explorers from British Columbia spent an average of \$1,558 (Average) on their last vacation.
Social Media	79% currently use Facebook (Average), 37% use Instagram (Average), 24% use Twitter (Average) and 70% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

NO HASSLE TRAVELLERS

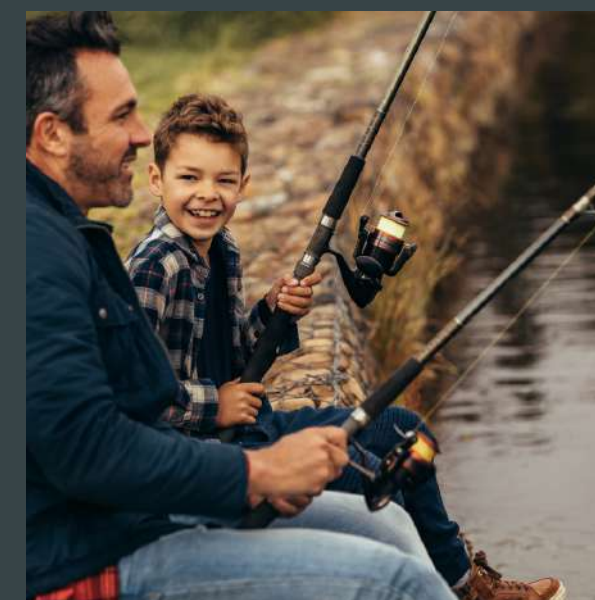
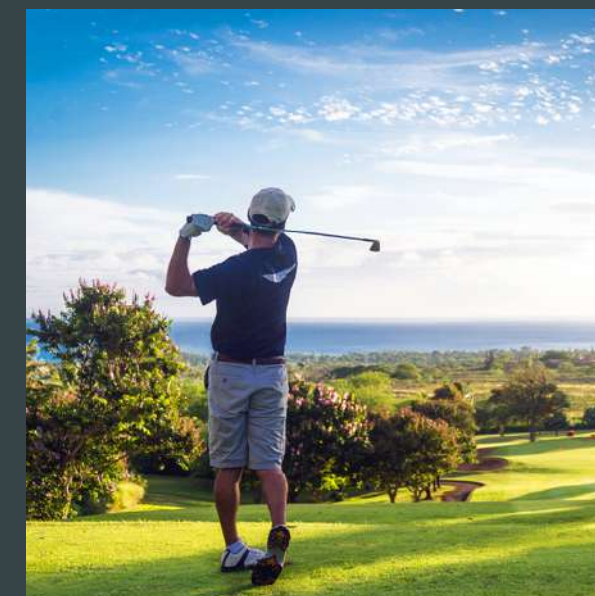
General Canadian Summary

- Mature singles and couples, without children at home, who are in or nearing retirement
- No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life
- Average Canadians/Americans leading busy lives, understated and cautious with spending money
- Favour nature and worry-free vacations, but also enjoy the cultural highlights of their destinations
- Prefer quiet weekend getaways close by



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, No Hassle Travellers rank 8th, making up 118,852 households, or 5.9% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 54
Children at Home	45% of couples have children living at home (Average).
Household Income	Average Household Income of \$122,879 compared to BC at \$113,574.
Top Social Values	Need for Escape, Emotional Control, Attraction to Nature
Top Tourism Activities	Camping, Swimming, Cycling. Above average interest in Camping, Cycling, Visiting National/Provincial Parks, Fishing/Hunting, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper), No Hassle Travellers from British Columbia spent an average of \$1,596 (Average) on their last vacation.
Social Media	77% currently use Facebook (Average), 36% use Instagram (Average), 24% use Twitter (Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

PERSONAL HISTORY EXPLORERS

General Canadian Summary

- Diverse families living in both urban and rural areas; lower levels of educational attainment and earning below-average incomes
- As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots, and do so by travelling in comfort, style and security
- They are a more culturally diverse group
- Social people who enjoy being with others when travelling and favour group travel



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Personal History Explorers rank 7th, making up 147,316 households, or 7.3% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 55
Children at Home	46% of couples have children living at home (Above Average).
Household Income	Below Average Household Income of \$102,730 compared to BC at \$113,574.
Top Social Values	Ecological Fatalism, Traditional Family, Multiculturalism
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Snowboarding, Film Festivals
Travel	Average interest for travelling within Canada (Above Average for Victoria, Toronto, Montreal), Personal History Explorers from British Columbia spent an average of \$1,650 (Average) on their last vacation.
Social Media	74% currently use Facebook (Average), 38% use Instagram (Average), 27% use Twitter (Average) and 74% use YouTube (Average).



Source: Envirionics Analytics- Envision 2021

2021 EQ TYPE SUMMARY

REJUVENATORS

General Canadian Summary

- Mature singles and empty nesters; have lower levels of educational attainment and earn below average incomes
- Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life, be pampered, and indulge themselves
- They are busy, family-oriented Canadians/Americans seeking a relaxing escape, typically within Canada and the US
- They enjoy sharing travel with others (friends or family) and prefer it to be a time for understated indulgence and relaxation, away from their burdens and responsibilities at home



Source: Destination Canada EQ Reference Guide 2020

Category	British Columbia Highlights
Household Count	Of the 9 EQ Traveller Types identified in Canada, Rejuvenators rank 3rd, making up 296,119 households, or 14.7% of the total Households in British Columbia (2,018,734).
Maintainer Age	Median Household Maintainer Age is 59
Children at Home	54% of couples do not have children living at home (Above Average).
Household Income	Average Household Income of \$106,423 compared to BC at \$113,574.
Top Social Values	Attraction to Nature, Emotional Control, Community Involvement
Top Tourism Activities	Swimming, Hiking/Backpacking, Camping. Above average interest in Cycling, Photography, Fishing/Hunting, Cross Country Skiing/Snowshoeing, Golfing
Travel	Average interest for travelling within Canada (Above Average for BC, Vancouver, Alberta, Calgary, Banff, Jasper, Ottawa), Rejuvenators from British Columbia spent an average of \$1,775 (Average) on their last vacation.
Social Media	80% currently use Facebook (Average), 61% use Instagram (Below Average), 21% use Twitter (Below Average) and 69% use YouTube (Average).



Source: Environics Analytics- Envision 2021

ADDITIONAL RESOURCES

SUMMARY OF REPORTS

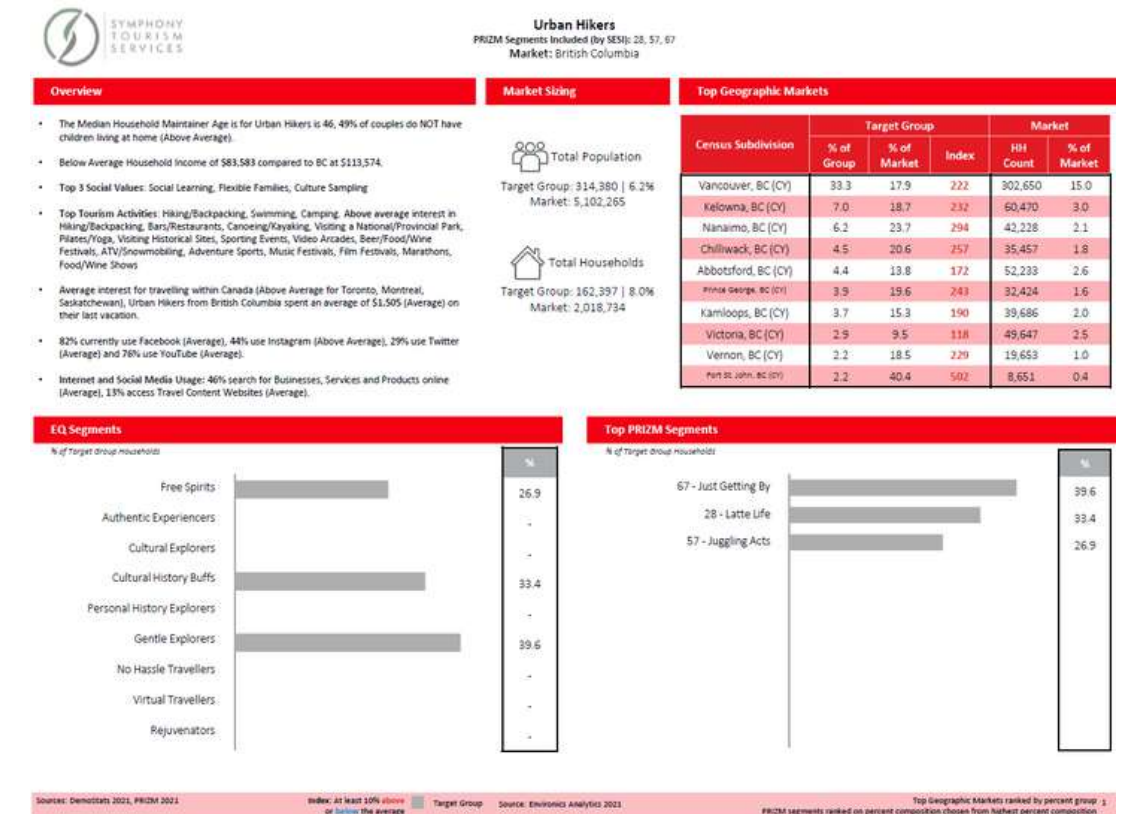
Project Deliverables:

- Urban Hikers - BC Profile
- Backpacking Boomers - BC Profile
- Family Hikers - BC Profile
- **Urban Hikers**
 - Vancouver Profile
- **Backpacking Boomers**
 - Nanaimo Profile
- **Family Hikers**
 - Prince George Profile

Profile Details:

- Each EQ and PRIZM Profile Includes 17 pages of detailed information:
 - Demographics
 - Key Social Values
 - Key Tourism Activities
 - Travel Profile (Vacation Booking, Vacation Spend etc.)
 - Traditional and Digital (Social) Media usage
 - Product Preferences
 - Internet Activity

Accessible from BCRTS Shared Folder



RESOURCES

[Destination Canada - Explorer Quotient \(EQ\).
Program & Toolkit](#)

[EnviroNics Analytics PRIZM Segmentation System](#)

[PRIZM Marketer's Guide 2021](#)



ABOUT SYMPHONY

- **Symphony Tourism Services** is a small consulting company created as a resource to support the tourism industry in the Thompson Okanagan region and across British Columbia. STS is a subsidiary of the **Thompson Okanagan Tourism Association (TOTA)**.
- STS currently supplies **research, marketing, consulting** and **project management** services ranging from economic development and tourism development consulting, custom visitor and market research, and digital marketing campaign development and execution.

Learn more at symphonytourismservices.com



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ABOUT ENVIRONICS

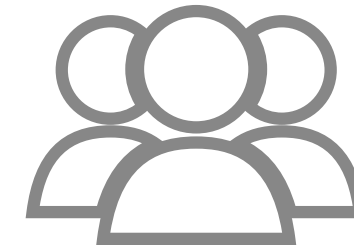
Environics Analytics is one of North America's leading data analytics and marketing services companies.

PRIZM provides insights into more than 30,000 variables including demographics, consumer preferences, lifestyles and values.

Environics Analytics Research provides a deeper understanding of customers and markets through geographic analysis and customized segmentation.

Market Reports Available for:

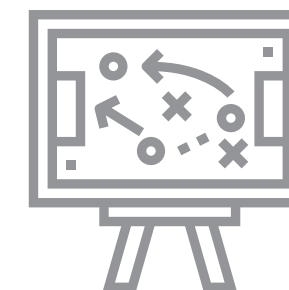
- BC
- Alberta
- Ontario
- United States



Understand your Customers



Identify Top Markets



Execute your Strategy

ABOUT EQ

- [Explorer Quotient](#), also known as EQ, was developed by Destination Canada in partnership with Environics Analytics.
- EQ is a proprietary market segmentation system based on the science of psychographics; developed to provide tourism businesses with insights into why and how people like to travel
- EQ goes beyond traditional market research of defining people. It looks deeper at views of the world to learn exactly why different types of travellers seek out entirely different travel experiences.

DESTINATION CANADA EQ RESOURCES

- [EQ TOOLKIT](#)
- [EQ PROFILES](#)

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